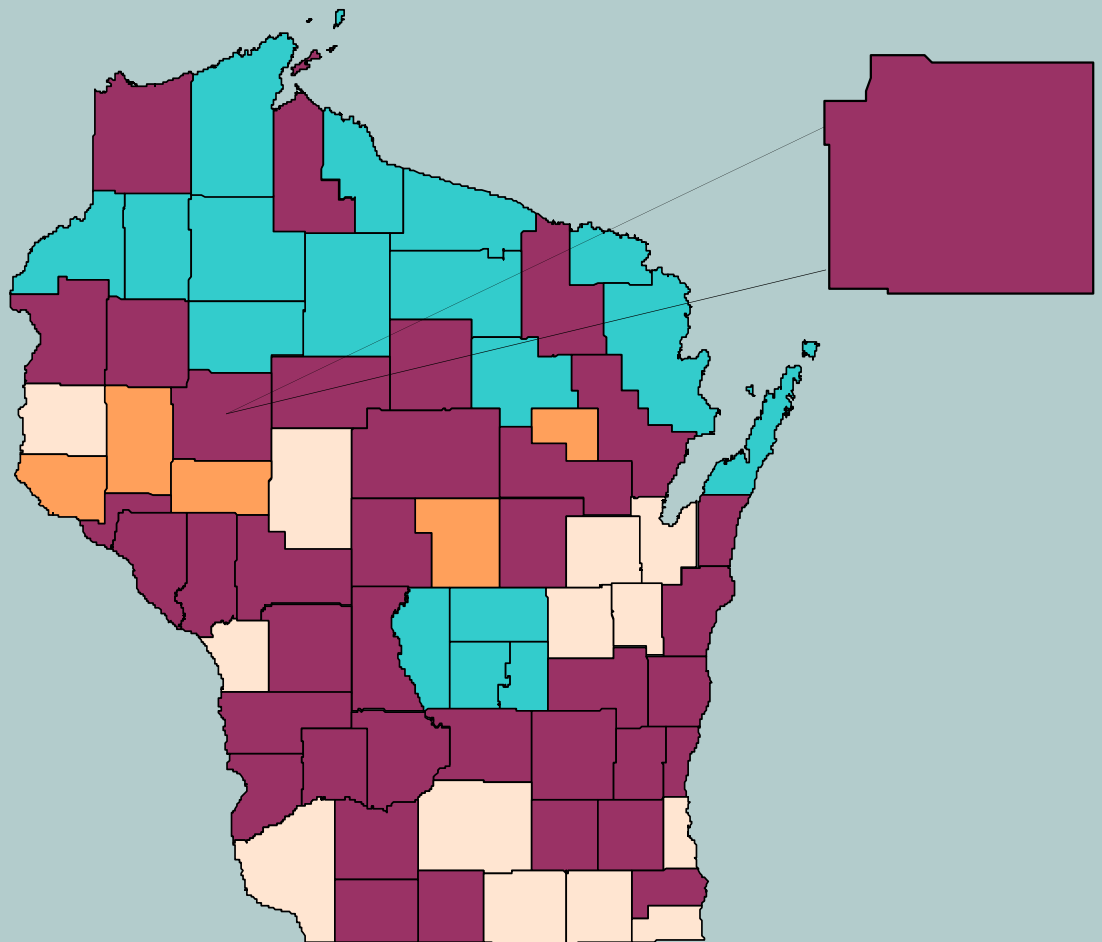


# Chippewa County Workforce Profile

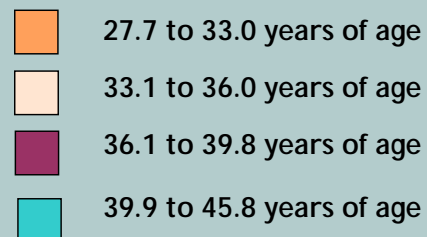
Median Age by County, 2000



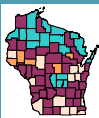
Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002



Source: Census 2000 of the United States



## County Population

The population in Chippewa County increased from 52,360 in 1990 to 55,195 in April 2000 according to Census 2000 information. That increase of 2,835 residents was much greater than the increase of 233 during the last decade. What makes the 1990s different is that half of the increase occurred from residents that moved into the county instead of the loss from residents leaving the area during the 1980s. In the last decade, there was a net increase from migration of 1,428 residents compared with the loss of 3,268 residents from 1980 to 1990.

A net gain in population from migration means that more people moved to the county than moved out of the county. Census 2000 reveals that prior to 1995, roughly 16 percent of the population 5 years and older, or 8,437 individuals, lived in a different county. Of those new residents 36 percent moved to Chippewa County from another state and 64 percent from somewhere else in Wisconsin.

While half of the increase in population occurred from migration, there were also 6,583 births that exceeded the number of deaths by 1,407. The population continued to increase through the end of 2000 with the addition of another 617 residents. That increase of 1.1 percent exceeded the increase in both the state and nation.

The census also reveals that the majority of the

increase in county population occurred with the addition of 2,217 in the white population. Other ethnic groups did contribute to population growth but the increases were small. In 2000, just over 98 percent of the population in Chippewa County were white, about the same as in 1990. Asian, the second largest ethnicity, comprised 0.9 percent of the population.

The largest municipality, the City of Chippewa Falls, added only 176 residents in the last decade, far fewer than the greatest increase of 751 new residents in the Town of LaFayette which borders the city. The second largest increase of 507 residents was in the Town of Eagle Point, also sharing a border with Chippewa Falls. The Town of Auburn, one of the county's smallest towns, had the greatest percent increase in population of 22.4 percent.

Many of the residents that moved to the county during the 1990s were older but not so old that they were ready to retire. The greatest increase in the population occurred in the 40-49 year old age group, followed by the second largest increase in the 50-59 year old age group. Some of the increase was from an aging population, but not all of it.

Increases in the age groups on the upper end of the spectrum had an impact on the median age in Chippewa County that increased to 37.6 years in

(Continued on page 2)

### Total Population

	2000 Census	January 1, 2001 Estimate	Percent change
United States	281,421,906	283,474,000	0.7%
Wisconsin	5,363,675	5,400,449	0.7%
Chippewa County	55,195	55,812	1.1%

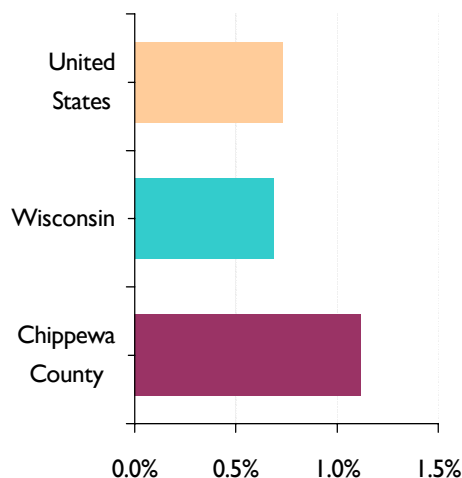
### Ten Largest Municipalities

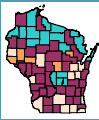
Chippewa Falls, City	12,925	12,962	0.3%
Lafayette, Town	5,199	5,279	1.5%
Hallie, Town	4,703	4,844	3.0%
Bloomer, City	3,347	3,358	0.3%
Eagle Point, Town	3,049	3,122	2.4%
Wheaton, Town	2,366	2,395	1.2%
Eau Claire, City *	1,910	1,950	2.1%
Stanley, City	1,898	1,906	0.4%
Anson, Town	1,881	1,893	0.6%
Cornell, City	1,466	1,458	-0.5%

\* Chippewa portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001

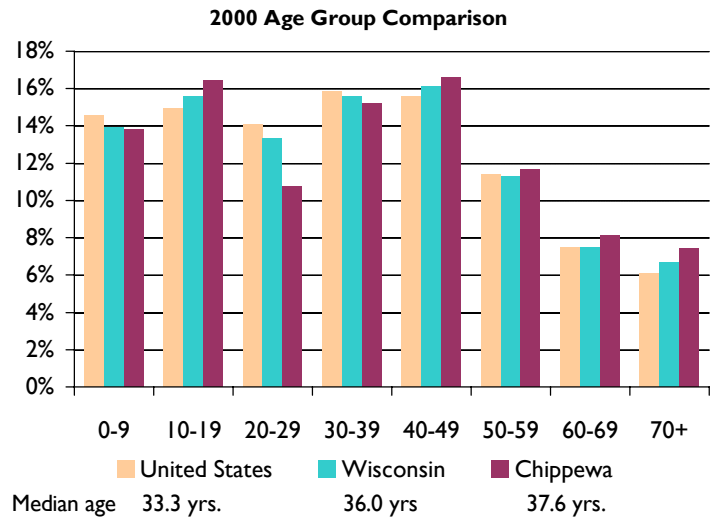




2000 from 33.4 years in 1990. The median age in the county is higher than both the state median age of 36.0 years and the national median of 33.3 years.

The higher median age means that there are more residents in the older population groups than in the younger age groups and that is apparent in the graph on the right. The county has a smaller share of population in the youngest group than both the state and nation, and while the 10 to 19 year old group is larger than in both the state and nation, there is a dramatic drop in the 20 to 29 year old group. The similar share of 10-19 year olds accounts for the higher birth rates during the 1980s. However, once they graduate from high school, these residents leave the area to continue their education or search for work. This loss is evident in the dramatic drop in 20-29 year old group.

Beginning at age 40, the county share of population in each age group is greater than in both the state and nation. This reflects the increase from new residents moving to the area and the aging of the last of the baby boom population. Over the age of 60 the county has a much larger share of population than the state and nation.

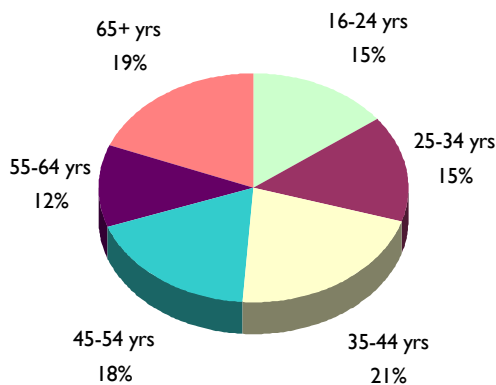


Source: US Department of Commerce, Census Bureau, *Census 2000*

The consequences of the increases in the population groups over 40 on the current and future labor force cannot be overstated. While the labor force has already shown signs of diminished growth, the full impact of an increasing older population, preparing to retire, will exacerbate the labor shortage. Compounding the problem of fewer workers is an aging population requiring more services that historically have been supplied by a young workforce.

## County Civilian Labor Force

**Chippewa County Labor Force Age Groups**



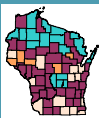
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The US Bureau of Labor Statistics (BLS) includes only the population 16 years and older as a potential source of labor. The BLS also excludes the population residing in institutions, such as nursing homes and prisons, and military personnel as a source of labor.

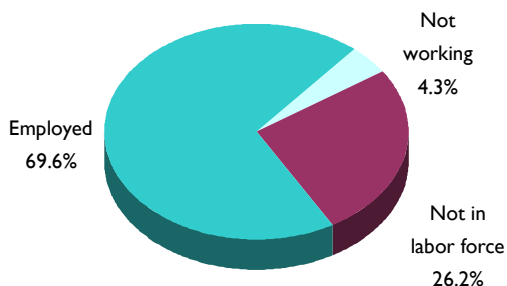
The Chippewa County population in 2000 16 years and older totaled 42,558. This population comprises the potential labor force in the county even though 19 percent is 65 years and older. The population over 65 years old shares some common characteristics. To begin with, most of them are retired, even though a recent trend has retirees returning to the workforce to pursue new interests.

Other age groups also share characteristics. The 16-24 year olds are generally in school, work part-

(Continued on page 3)

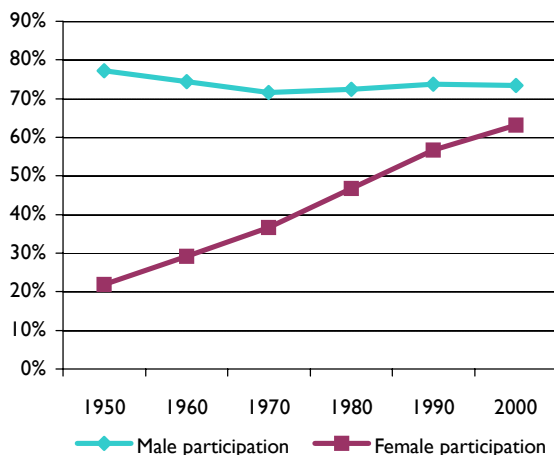


### 2001 Labor Force Participation



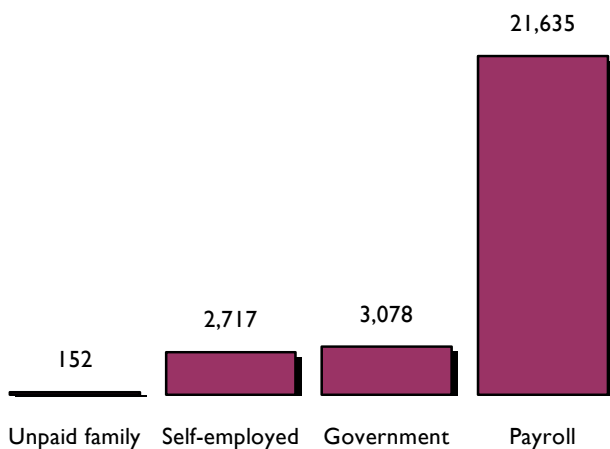
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

time and during summer breaks, and are starting their first jobs. This group is largely responsible for the increase in labor force during the summer months.

The next group, 25-34 year olds, are the workforce of the future, developing and honing skills, and moving into new careers. Many are starting and raising families, acquiring property, and working in at least one job if not two. Many of these same characteristics are shared by the next group, 35-44 year olds. This group is also preparing to send children to college, adding or upgrading housing, and looking for ways to add to the family income. Labor force participation is often highest in this group.

By middle-age, workers begin to think about retirement, and during the 1990s, workers were retiring in their fifties. By 65 years old most of the population has retired.

Because each age group has different interests the number of individuals who are employed or at least look for work varies. Labor force participation rates by age groups from Census 2000 is scheduled for release in the fall of 2002.

An estimate of labor force participation in 2001 in Chippewa County included 69.6 percent of the labor force age population that worked, 4.3 percent of the population that were unemployed and 26.2 percent who choose not to work. The labor force participation rate in 2001 (the percent of the population 16 years and over that either worked or looked for work) was 73.8 percent.

Labor force participation, based on estimates from the Local Area Unemployment Statistics (LAUS) program, peaked in the county in the mid-1990s and has been falling steadily since then. Participation is currently higher than in both the state (73.5%) and nation (66.9%).

Labor force participation varies not only by the age of the population but also by sex. Over the last fifty years, participation in the labor force of females has steadily increased while participation of men has declined. In general, male participation nationally and in the state of Wisconsin declined as workers, typically male, were unable to shift from goods-producing jobs to service-producing jobs. But in Chippewa County there is still a large share of goods-producing employment. Another factor is access to retirement income, especially for men who have been in the workforce longer and in more per-

(Continued on page 4)



manent positions, than women are.

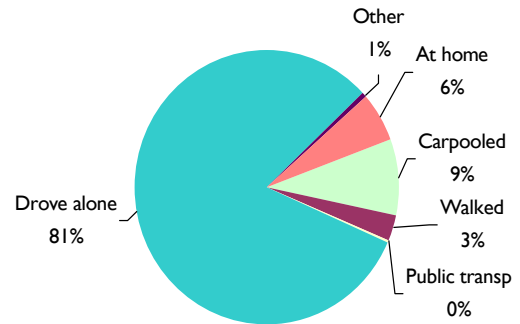
Labor force participants who work are engaged in several 'types of employment'. In Chippewa County 78 percent of the employed population work for a private employer and receive a payroll check. Government workers also receive a payroll check, but comprise only 11 percent of total employment.

Roughly 11 percent of workers in Chippewa County are either self-employed or work as an unpaid family member. The share of self-employed and unpaid family members is greater in Chippewa County than in the state (6.4%), but has declined since 1990. Self-employed and proprietors tend to stay in the labor force longer than workers in payroll jobs do.

The number of self-employed and unpaid family members is a good reminder that total employment in the labor force includes more workers than just those employed in payroll jobs. It is one of the reasons that total employment in most counties is greater than the number of nonfarm wage and salary employment (see page 5).

An additional factor that effects the local labor force is the number of workers who commute into,

County Travel-to-Work Patterns



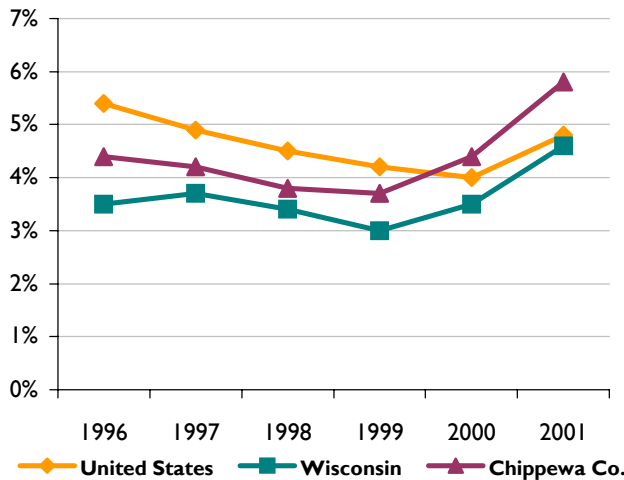
Source: US Dept. of Commerce, Census Bureau, Census 2000

or out of the county for jobs. Census 2000 revealed that roughly 34 percent of the workers living in Chippewa County traveled outside the county for work. The specific destination of those workers from the census is not scheduled for release until 2003 but it is very likely they work in Eau Claire.

Over the last five years the number of employed in Chippewa County increased by 800 from 28,500 in 1996. The increase in employment occurred as news of manufacturing reductions made headlines and the additional jobs from other employers largely went unnoticed. The county average annual unemployment is generally higher than state, but in the last two years it exceeded the national rate. The county unemployment rate fluctuates with the seasons. In 2001, the unemployment rate went from a high of 8.2 percent in February to a low of 4.1 percent in September.

Most of the workers in Chippewa County drive alone to a job, while nine percent, less than in the state, were part of a car pool. Roughly six percent of those employed work at home, greater than the share in the state. And, with little public transportation, it is no surprise that so few take advantage of it. Statewide, only two percent use public transportation.

Unemployment Rate Comparison



Chippewa County Civilian Labor Force Data

	1996	1997	1998	1999	2000	2001
Labor Force	29,800	30,500	30,700	30,200	30,500	31,100
Employed	28,500	29,300	29,600	29,100	29,100	29,300
Unemployed	1,320	1,290	1,170	1,110	1,350	1,790
Unemployment Rate	4.4%	4.2%	3.8%	3.7%	4.4%	5.8%

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002



## County Industry Employment

### Nonfarm Wage and Salary Employment

	1996	1997	1998	1999	2000	2001	Percent change	
							1 year	5 year
<b>Total</b>	21,178	21,987	23,157	23,430	22,879	22,877	0.0%	8.0%
<b>Goods Producing</b>	7,578	8,288	8,762	8,760	8,031	8,046	0.2%	6.2%
Construction & Mining	1,043	1,124	1,330	1,226	1,171	1,114	-4.9%	6.8%
Manufacturing	6,535	7,164	7,432	7,534	6,860	6,932	1.0%	6.1%
Durable	4,277	4,891	4,986	5,009	4,519	4,687	3.7%	9.6%
Nondurable	2,258	2,273	2,446	2,525	2,341	2,245	-4.1%	-0.6%
<b>Service Producing</b>	13,600	13,699	14,395	14,670	14,848	14,831	-0.1%	9.1%
Transportation, Communications & Utilities	728	718	874	898	899	871	-3.1%	19.6%
Total Trade	4,440	4,419	4,661	4,803	4,832	4,733	-2.0%	6.6%
Wholesale	662	631	674	649	695	723	4.0%	9.2%
Retail	3,778	3,788	3,987	4,154	4,137	4,010	-3.1%	6.1%
Finance, Insurance, and Real Estate	391	399	418	436	469	490	4.5%	25.3%
Services & Misc.	4,054	4,139	4,380	4,491	4,581	4,734	3.3%	16.8%
Total Government	3,987	4,024	4,062	4,042	4,067	4,003	-1.6%	0.4%

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

Nonfarm wage and salary employment is an estimate of the number of jobs generated by employers who are located in Chippewa County. All payroll jobs are counted and include occupations from managers to laborers who work full- and part-time, in permanent, temporary and seasonal positions, and are paid hourly, through commissions or sala-

ries, or by piecework. Employment is classified using the Standard Industrial Classification (SIC) of the primary product of the employer.

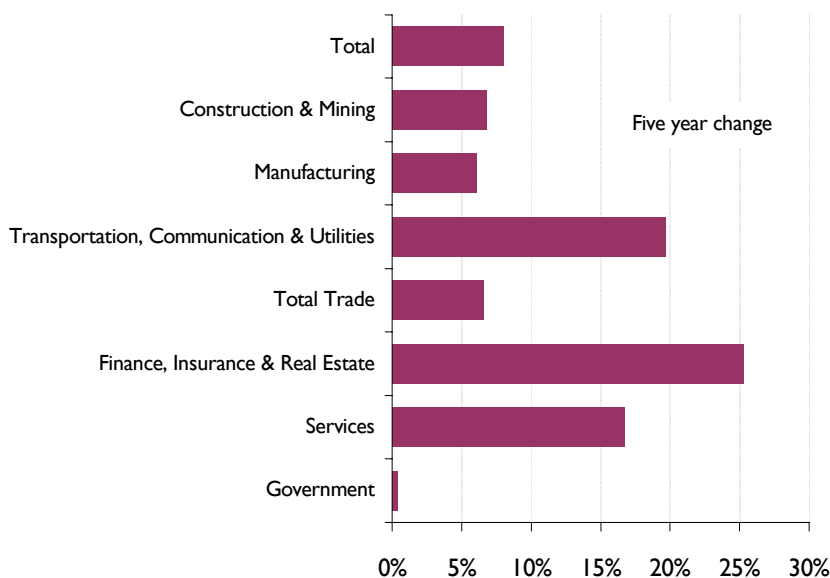
It becomes apparent when you look at this table that Chippewa County workers find jobs with more than just county employers. There were 22,877 nonfarm wage and salary jobs in the county in 2001, a year when the total employment in the labor force (county residents) was 29,300. In addition to jobs in Chippewa County, workers drove to jobs in adjacent counties. Workers also traveled into the county from other areas and one of the reasons they come was to work in the numerous production jobs.

Even though manufacturing employment is down from the high watermark in 1999 the number of jobs in 2001 is 6.1 percent greater than the number in 1996. And, in the last year, when manufacturing jobs declined in the state and nation, they increased 1.0 percent in Chippewa County. Over the five-year period, manufacturers added nearly 400 jobs.

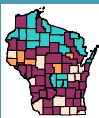
The increase in total nonfarm employment of 8.0 percent from 1996 to 2001 was less stellar and was slightly less than

(Continued on page 6)

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002



### Top 10 Employers

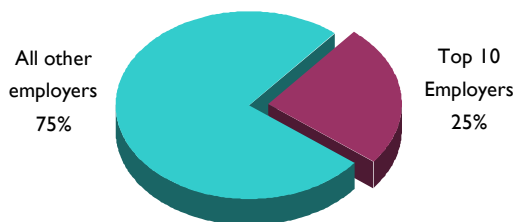
Company	Product or Service	Size
Johnson Matthey Semiconductor	Industrial equipment: computer components	500-999
Chippewa Falls Public School	Education	500-999
Saint Joseph's Hospital	Health care services: hospital	500-999
Mason Shoe Mfg Co	Leather products: men's footwear	500-999
Silocon Graphics Inc.	Industrial equipment: computer components	500-999
Northern Wisconsin Center	Health care services: nursing care	500-999
County of Chippewa	Executive & general government	500-999
Celestica Corp.	Industrial equipment: computer components	250-499
Extendicare Homes Inc.(Lakeside Nursing)	Health care services: nursing care	250-499
Cray Inc.	Industrial equipment: computer components	250-499

### Top 10 Industry Groups

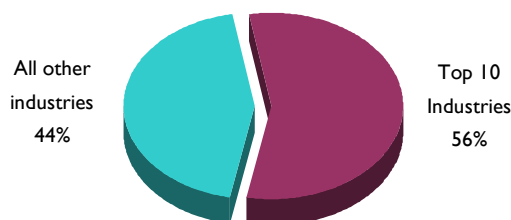
Industry Group	March 2001		Numeric change	
	Employers	Employees	1-year	5-year
Health Services	57	2,671	47	-139
Industrial Machinery and Equipment	28	2,239	108	-494
Educational Services	12	1,596	-3	*
Automotive Dealers & Service Stations	62	1,244	-24	334
Eating and Drinking Places	95	1,198	5	-36
Electronic & other Electric Equipment	*	*	*	*
Executive, Legislative, and General	30	929	-16	*
Leather and Leather Products	*	*	*	*
Food Stores	23	549	-23	107
Fabricated Metal Products	14	539	34	*

\*data suppressed to maintain confidentiality

**Top 10 Employers' Share of Nonfarm Employment**



**Top 10 Industry Group Share of Nonfarm Employment**



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

the increase statewide of 8.7 percent. Employment did increase in other industry divisions but in nearly every case the growth was less than in the state. The one exception, in addition to manufacturing, was transportation, communications and utilities.

In the one-year period, however, no change in total employment was better than the negative change posted in the state. Employers in the services industry division added 150 jobs in 2001 for a

3.3 percent increase and exceeded the 1.1 percent increase in the state. The largest industry group in the county was health services but contrary to most areas, employment declined over the five-year period. In the last year, however, employers in the industry group added jobs.

Three of the top ten employers represent health services. Of 756 employers in the county, the ten

(Continued on page 7)





## State of Wisconsin - Chippewa County

on this list provide one in every four jobs in the county and five are from the manufacturing industry division. Manufacturing employers provide over 30 percent of the jobs in the county and have an annual payroll of \$245,345,355. The annual average wage for manufacturing workers was \$36,143, the highest average in the county but was only 91 percent of what industry workers earn statewide.

Government agencies are responsible for the second highest payroll in the county even though em-

ployers in the services and retail trade industries provide more jobs. Total government payroll of \$102,236,352 is less than half that of manufacturing and 17 percent of the payroll from all employers in the county of \$591,282,585.

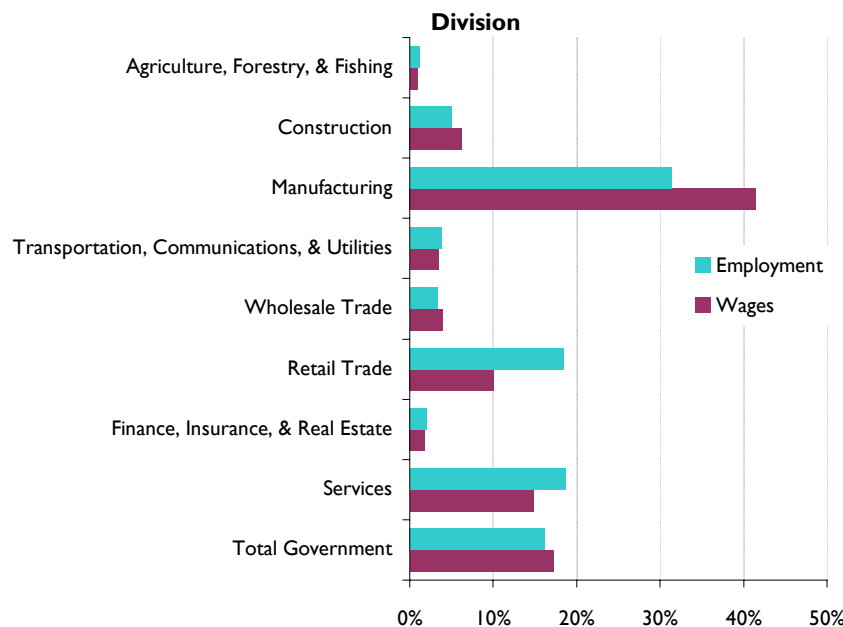
The second largest share of jobs is with employers in the services industry division but retail trade industry employers provide nearly as many. There is a much larger gap in the payroll from each industry. Workers in retail trade often work in part time and

seasonal jobs so the annual payroll is smaller. Many of the employers are also smaller and cannot offer higher hourly wages to workers. That said, annual average wages for retail trade workers are closest to wages for similar work statewide of any industry in the county.

The greatest disparity in wages is for workers in finance, insurance and real estate. There are no corporate offices with the higher paying professional jobs such as financial analysts, computer specialists and department managers in Chippewa County and many of the jobs are part time.

The annual average wage in the county of \$27,333 was 88 percent of the state average, even though the increase of 19.9 percent over five years exceeded the five-year increase in the state of 18.8 percent.

**2001 Employment & Wage Distribution by Industry**



**Annual Average Wage By Industry Division**

	Chippewa Co. Annual Average Wage	Wisconsin Annual Average Wage	Percent of State Average	1-year percent change	5-year percent change
All Industries*	\$ 27,333	\$ 30,922	88.4%	3.5%	19.9%
Agriculture, Forestry, & Fishing	\$ 21,726	\$ 22,565	96.3%	-5.5%	24.3%
Construction	\$ 34,302	\$ 39,011	87.9%	5.3%	16.0%
Manufacturing	\$ 36,143	\$ 39,739	91.0%	2.9%	15.5%
Transportation, Communications, & Utilities	\$ 24,732	\$ 36,639	67.5%	6.0%	13.1%
Wholesale Trade	\$ 32,343	\$ 40,521	79.8%	3.5%	34.0%
Retail Trade	\$ 14,921	\$ 14,596	102.2%	4.3%	33.1%
Finance, Insurance, & Real estate	\$ 23,706	\$ 40,933	57.9%	2.4%	18.6%
Services	\$ 21,764	\$ 28,775	75.6%	4.7%	29.0%
Total Government	\$ 29,151	\$ 33,785	86.3%	3.6%	20.7%

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





## Occupation and Education Characteristics of County Population

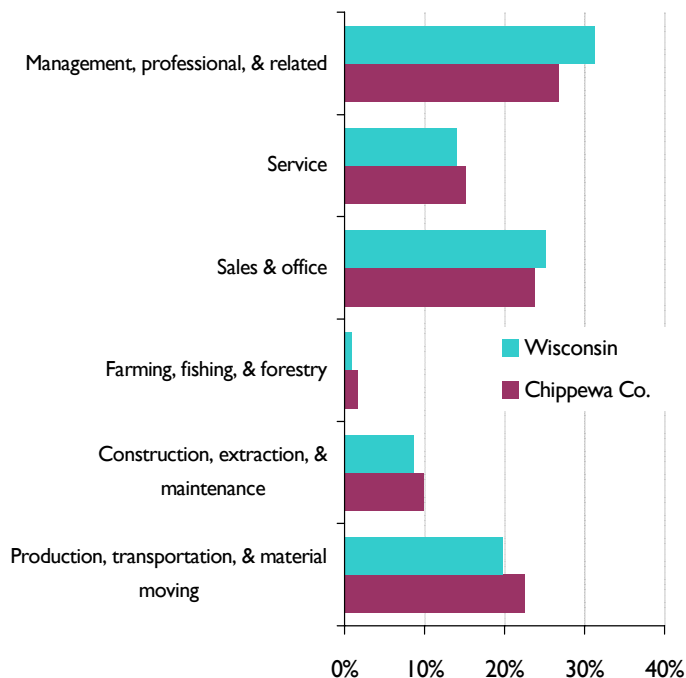
The previous pages explored jobs classified by industry, but jobs are also classified by occupation. Data on occupation employment is more difficult to access, especially at the county level, but the census offers a glimpse into the types of occupations in Chippewa County. The distribution of occupations reflects the employment of all resident workers, including those that are self-employed and commute out of the county for jobs.

The largest group in Chippewa County, as in the state, is management, professional and related occupations. The management, professional and related occupations in Chippewa County primarily include jobs as teachers and health care professionals. These jobs are with employers in the services industry division and local school districts and require education and training beyond high school. Nationally, 80 percent of jobs in this group require post-secondary education, while in Wisconsin, roughly 78 percent do.

In Chippewa County 43 percent of the population 25 years old and over have some education beyond high school and only 14 percent hold a college degree. Statewide, 22.5 percent of the same population group holds a college degree (Census 2000).

Roughly 29 percent of the population has 1-3 years of post-secondary education that could in-

**Employment by Occupation Group: 2000**

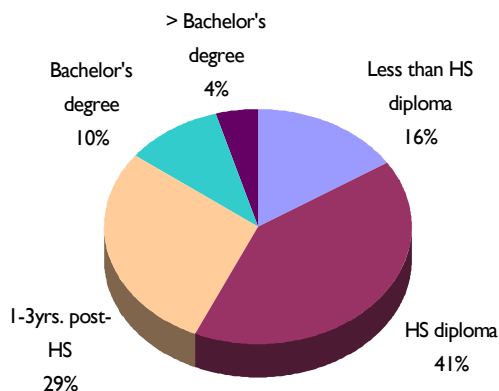


US Department of Commerce, Census Bureau, *Census 2000*

clude some college with no degree, an associate degree, or technical college training. Workers in this group find employment in all occupational groups including the production, transportation, and material moving occupational group, the third largest in the county. Employers now expect workers in these occupations to have some training beyond high school. The same is true of many of the sales and office occupations, the second largest group. Workers in these occupations, such as accounting clerks, advertising assistants, technical sales representatives, and general office clerks, are employed in all industries.

The fourth largest group is service occupations. This group is slightly larger in the county than in the state and has the fewest occupations that require training beyond high school. Workers in service occupations comprise 15 percent of the workforce in Chippewa County compared with 14 percent in the state. Service occupations include nurse aides, janitors, kitchen workers, waiters, and police and firefighters. Wages for many of these jobs are low and workers often work less than 40 hours per week.

**Education Attainment in 2000**



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



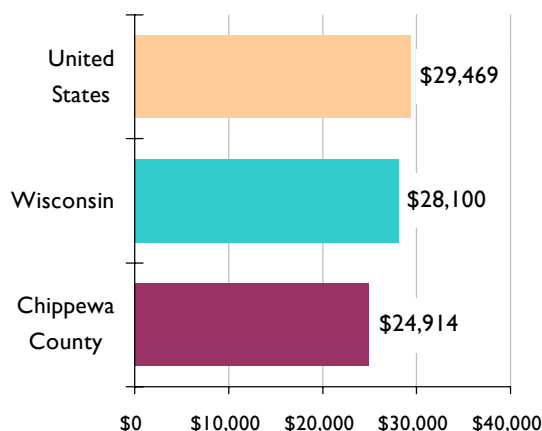
## County Income Information

The median household income in 1999 (last full year of income data used for census) in Chippewa County of \$39,569 was 90 percent of the state median income of \$43,791. Only a few households in the county had an annual income over \$100,000 while roughly 14 percent earned less than \$15,000. The majority of households, 59 percent, earn between \$25,000 and \$75,000 annually. The share of households with mid-range incomes is higher in Chippewa County than in many counties in the state and contributes to a poverty rate in the county of 8.2 percent that is lower than the rate in the state of 8.7 percent.

Household income is higher than either per capita personal income or annual average wages because households generally include more than one person (the average in Chippewa County is 2.5 persons per household) and workers often hold more than one job. In addition to wages from all workers, household income includes earnings from self-employment, proprietorships, investments, assets, social security, retirement, Veteran's benefits, welfare, and unemployment benefits.

Per capita personal income (PCPI) is the total income in an area, \$1,378,707,000 in Chippewa County, divided by the total population. PCPI in Chippewa County in 2000 of \$24,914 was 89 percent of the PCPI in Wisconsin and 85 percent of the United States. In the last year it increased 4.6 percent, the same as in the state of 4.6 percent, but lower than the national increase of 5.8 percent.

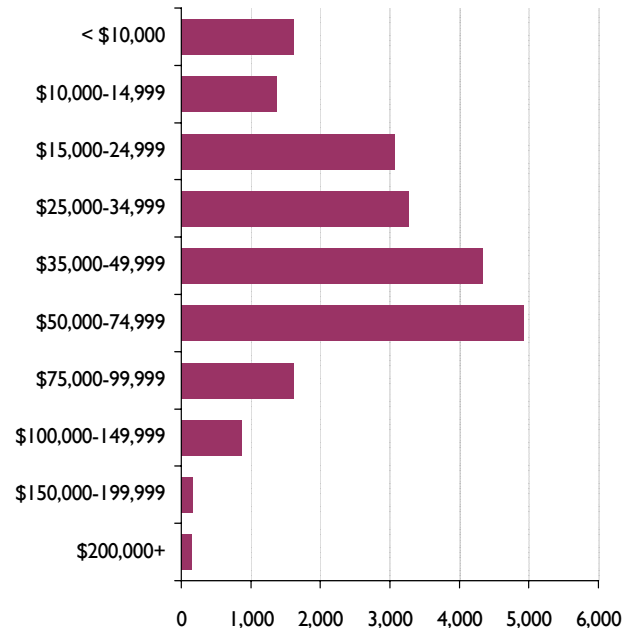
Per Capita Personal Income 2000



Source: US Department of Commerce, Bureau of Economic Analysis

Households by Income Range

Median household income in Chippewa Co. \$39,596



Source: US Dept. of Commerce, Census Bureau, Census 2000

Incomes are lower in Chippewa County, not only because of lower wages but also because of a larger elderly population living on fixed incomes. Income from government retirement and medical payments comprises 82 percent of transfer payments and transfer payments in the county are a much greater share than in either the state or nation.

Components of Total Personal Income: 2000

